
POLICY TITLE: SPONSORSHIP AND IN-KIND SUPPORT - COUNCIL'S INVOLVEMENT

FOLDER NUMBER: F2007/00307

POLICY OWNER / DIVISION: Community and Environment

POLICY OWNER / BRANCH: Library and Community Services

FUNCTION: Events

RELEVANT LEGISLATION:

POLICY ADOPTION/AMENDMENT DATE: 12 September 2018 **REPORT NUMBER:** EH16/18

REVIEW YEAR: 2020

AMENDMENT HISTORY: 9 September 1998 (Report ST47/98)
11 August 2004 (Report ST8/04)
14 November 2007 (Report ST18/07)
10 June 2009 (Report ST6/09)
18 May 2011 (Report GM12/11)
17 April 2013 (Report GM2/13)
9 September 2015 (EH8/15)

RELATED POLICIES: Community Grants and Donations

POLICY PURPOSE / OBJECTIVES:

To provide guidelines to assist Council to utilise sponsorship and the provision of in-kind support effectively and with probity. The Policy should be read in conjunction with Council's Code of Conduct.

POLICY STATEMENT:

1. Sponsorship is a commercial arrangement in which the sponsor provides a financial contribution or in-kind support to an agreed Council event or activity in return for agreed specified benefit.
2. Sponsorships and the provision of in-kind support should be sought by using a broad range of mechanisms not limited solely to invited sponsors or those seeking in-kind support from Council.
3. Sponsorship proposals and in-kind requests will be assessed against pre-determined criteria which have been circulated to organisations which express interest in the proposal. Unsolicited sponsorship proposals and in-kind requests received by Council will be assessed against pre-determined criteria (if any) and this policy.
4. A sponsorship arrangement or provision of in-kind support will be described in a written agreement which clearly sets out:

- The benefits to Council and the sponsor;
- The financial; sponsorship or in-kind support offered;
- The term of sponsorship, or in-kind support, and any conditions regarding renewal;
- Consequences of changes which may occur over time;
- Financial accountability requirements; and
- Any special conditions which apply.

Sponsorships at or below \$10,000 in value will be confirmed by an exchange of letters. Above this value, a sponsorship contract should be used.

5. There should be no conflict between Council's objectives and those of the sponsor or the person/group receiving/benefitting from the in-kind support. Councils Code of Conduct governs employees and Councillors regarding private benefit.

Sponsorships will be assessed against the ICAC 2006 Guidelines for Sponsorship Principles and will include:

- Sponsorship benefits to the sponsor will be relative to the level of sponsorship contribution
 - Actual perceived conflicts of interest
 - Existing sponsorship arrangements and potential conflict
 - Capacity of the sponsor to deliver
 - Capacity of Council to provide the necessary resources to meet the proposed agreement
6. Any sponsorship or in-kind support arrangement is not to impose conditions which limit Council's ability to carry out its functions, nor be intended, either explicitly or implicitly, to seek positive rulings on behalf of the sponsoring or supported party, where those rulings are part of Council carrying out its governance functions.
 7. Any sponsorship or in-kind support arrangement is will not involve the explicit endorsement of the sponsor or sponsor's products or those in receipt of in-kind support from Council.

The following organisations will not be considered appropriate:

- Political organisations
- Drug, tobacco related or pornography organisations
- Organisations guilty of unlawful conduct by ICAC or similar authority
- Organisations that are involved in a current competitive tender proposal

Council reserves the right not to pursue sponsorship opportunities or in-kind support with potential sponsors or recipient/s should it form the view that a product or organisation is being or is likely to be inappropriately promoted through a proposed arrangement.

8. If a sponsorship or in-kind support arrangement involves the expenditure of resources by Council, such resources are to have been committed by Council and should be available to enable the promised sponsor or recipient/s benefits to be delivered.
9. Information will be provided to the sponsor or in-kind support recipient/s during the course of the sponsorship / period to enable the sponsor /recipient/s to evaluate the outcomes of the arrangement.
10. Sponsorships may be terminated at any time if found in breach of this Policy.

11. All sponsorship arrangements will be approved by the General Manager or a delegated representative and listed in Council's Annual Report.